

5 I claim:

1. A process for applying a polymeric label to a glass, plastic or metal container or surface said process comprising:

10 (a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to a polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable hydrophilic layer that can be activated into a tacky fastenable adhesive;

15 (b) applying a sufficient amount of water, water containing a cross-linking agent, a water based adhesive or a water based adhesive containing a cross-linking agent to said activatable hydrophilic layer to form a tacky fastenable polymeric label;

20 (c) fastening said tacky fastenable polymeric label to a glass, plastic or metal container or surface; and

25 (d) curing said polymeric label on said glass, plastic or metal surface or container.

30 2.A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the hydrophilic solid material is 90 percent by weight animal glue.

5 3.A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
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wherein the polymer for the polymeric label is selected  
from the group consisting of polypropylene, polyethylene,  
10 polystyrene, polyester, polycarbonate, vinyl, cellophane  
and compatibilized polymer blends.

4.A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
15 1 wherein step (b) is carried out with the application  
of a sufficient amount of water to said activatable layer  
to form a tacky fastenable polymeric label.

5. A process for applying a polymeric label to a glass,  
20 plastic or metal container or surface as defined in claim  
1 wherein step (b) is carried out with the application  
of a sufficient amount of water containing an effective  
amount of a crosslinking agent to said activatable layer  
to form a tacky fastenable polymeric label.

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6. A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
1 wherein step (b) is carried out with the application  
of a sufficient amount of water containing an effective  
30 amount of a crosslinking agent to said activatable layer  
to form a tacky fastenable polymeric label.

7. A process for applying a polymeric label to a glass,  
plastic or metal container or surface as defined in claim  
35 1 wherein step (b) is carried out with the application of  
a sufficient amount of water based activator to said  
activatable layer to form a tacky fastenable polymeric  
label.

8. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator containing a  
10 effective amount of a cross-linking agent to said activatable layer to form a tacky fastenable polymeric label.
9. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the total amount of dried hydrophilic material is from 0.02g to 0.7g of dried hydrophilic material per sq. cm. of polymer label material.
- 15 10. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 where a slip agent is added to said hydrophilic material.
- 20 11. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface said process comprising:  
(a) applying a layer of an hydrophilic solid material comprising at least 30% by dry weight of an animal glue  
25 based on the total weight of the hydrophilic solid material by applying a aqueous dispersion comprising animal glue to a polymeric label stock and thereafter drying said layer of hydrophilic material.
- 30 12. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 11 wherein said aqueous dispersion of animal glue contains a cross-linking agent.

13. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 12 wherein said aqueous dispersion of animal glue contains a cross-linking agent  
10 and an slip agent.

14. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue.

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14. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue that is applied by rewetting a label which is treated with a water activatable animal  
20 glue.

16. A composition for forming an activatable hydrophilic layer on a surface of label stock, said composition comprising:

25 animal glue 30-95wt%;  
synthetic and/or natural polymer additive 5 - 65wt%;  
cross-linker 0-5wt%;  
humectant 0-15wt%;  
wetting agent 0-1wt%;  
30 defoamer 0-1wt%;  
anti-block additives 0-2wt%;  
slip additives 0-2wt; and  
Water balance to 100wt%

17. A composition for activating a dried activatable hydrophilic layer on a surface of label stock, said composition, said composition comprising:

5 cross-linker 1-10wt%;  
wetting agent 0-1wt%;  
defoamer 0-1wt%;  
thickener 0-2wt%;  
natural polymer 0-15wt%;  
10 synthetic polymer 0-10wt%; and  
water balance to 100%